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**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A method for advertising through the internet, comprising at least one of an internet service provider, a server, or a sponsor:

5 (a) providing a user with access to a service provider server through the internet;

(b) providing said user a menu of internet applications available on the server;

10 (c) providing said user a menu of free services that are available on the server;

(d) providing said user a menu of sponsors of said free services on the server;

(e) receiving information from the user on a selected internet application that said user desires to use;

15 (f) receiving information from the user on a selected sponsor that offers a free service that is available on the server;

(g) providing said user with access to use said free service of said selected sponsor;

20 wherein said internet application selected by said user takes on a look and feel of the selected sponsor of the free service;

wherein said look and feel comprises a skin;

wherein said skin comprises at least one of a background image, a border, a button appearance, a button location, and shape of said internet application.

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2. (Previously Presented) The method of Claim 1, wherein said free service comprises a predetermined amount of data storage space on a hard disk of the service provider server.
- 5 3. (Previously Presented) The method of Claim 1, wherein said free service comprises access time to the internet.
4. (Previously Presented) The method of Claim 1, wherein said application comprises any of:
- 10 e-mail;  
a calendar;  
an instant messaging application; and  
a chat room.
- 15 5. (Previously Presented) The method of Claim 1, wherein said step of receiving information from the user on a selected internet application further comprises the step of:
- receiving personal data from said user in addition to said selection information.
- 20 6. (Previously Presented) The method of Claim 5, wherein said personal data provided by said user comprises the name, address, country, and e-mail address of said user.
- 25 7. (Previously Presented) The method of Claim 5, wherein said personal data provided by the user is maintained in a database.

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8. (Currently Amended) The method of Claim 7, wherein said personal data  
information provided by said user is used for any of:

- conducting surveys;
- conducting segmented marketing; and
- 5 sending banners to selected users.

9. (Previously Presented) The method of Claim 1, further comprising the  
step of:

a user choosing a combination of any of:

- 10 hard disk space;
- an e-mail service;
- a calendar; and
- access time to the internet;

wherein said combination comprises said information from the user on a  
15 selected internet application that said user desires to use.

10. (Previously Presented) The method of Claim 1, further comprising the  
step of:

displaying a logo of said sponsor.

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11. (Previously Presented) The method of Claim 1, further comprising the  
step of:

displaying a trademark of said sponsor.

25 12. (Previously Presented) The method of Claim 1, further comprising the  
step of:

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displaying a combination of colors associated with said sponsor.

13. (Previously Presented) The method of Claim 1, further comprising the steps of:

- 5        displaying a logo of said sponsor;  
         displaying a trademark of said sponsor; and  
         displaying a combination of colors associated with said sponsor.

14. (Currently Amended) The method of Claim 1, wherein said skin  
10 comprises all any of:

- ~~an appearance of a button;~~  
         ~~said a~~ background image;  
         ~~said a~~ border;  
         a color of a graphic element;  
15        a window frame;  
         ~~a scroll bar;~~  
         ~~a button;~~ and  
         a shape of a browser window.

- 20    15. (Previously Presented) A method for doing business, comprising:  
         a sponsor providing internet service and internet advertisement; and  
         a user accepting a condition to receive said internet service free of charge  
         in exchange for receiving said internet advertisement;  
         wherein said service comprises any of  
25        hard disk space;

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an e-mail service;

a calendar; and

access time to the internet;

wherein said internet advertisement comprises a skin taking the look and  
5 feel of said sponsor.